

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

<b>RESPONSE TO NON-COMPLIANT AMENDMENT A</b>	Title: SERVER-BASED KEYWORD ADVERTISEMENT MANAGEMENT	
	First Named Inventor:	Hermann Calabria
	Application No.:	10/743,520
	Filing Date:	December 19, 2003
	Confirmation No.	7681
	Examiner:	Daniel M. Sorkowitz
Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Art Unit:	4137
	Last Office Action:	February 13, 2008

Dear Sir:

Responsive to the Notice of Non-Compliant Amendment mailed June 12, 2008, in connection with the above-referenced patent application, Applicants are resubmitting herewith (in its entirety) that section of Amendment A (filed May 13, 2008) which caused it to be considered non-compliant, namely, resubmission of the amendments to the Claims including markings.

**Amendments to the Claims** begin on page 2 of this paper.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence (and any item referred to herein as being attached or enclosed) is (are) being transmitted to the USPTO by electronic transmission via the EFS Web on the date indicated below.

June 20 2008      Cathryn Terchek  
Date      Name: Cathryn Terchek